2012 ANNUAL REPORT

IWMC
Island Waste Management Corporation

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Honourable Robert Vessey
Minister of Transportation & Infrastructure Renewal
PO Box 2000
Charlottetown, PE C1A 7N8

Dear Minister,

Enclosed, please find the Island Waste Management Corporation Annual Report for the fiscal year ended March 31, 2012.

IWMC is a PEI Crown Corporation whose mandate is to develop, implement, and operate a waste management system to serve Prince Edward Island.

The Corporation is dedicated to building on the successes achieved to date and to divert as many resources as possible from final disposal. The Board of Directors, Management and Staff are committed to managing solid waste generated on PEI in an environmentally-responsible and cost-effective manner. Monthly board meetings are held to review operations and follow progress on new initiatives.

The Board of Directors works closely with Management to help establish ongoing objectives to achieve IWMC's mandate.

Sincerely,

Mark McLane, Chairman
Island Waste Management Corporation

Mark McLane
Chairman, IWMC

Board of Directors
as of March 31, 2012

Mark McLane	Chairman
Steve MacLean	Secretary/Treasurer
John MacQuarrie	Director
Brian Douglas	Director
Ed Power	Director
Marcella Carota	Director
Robert White	Director
Philip Acorn	Director
Peter Williams	Director

CHAIRMAN'S MESSAGE

Senior Management
as of March 31, 2012

Gerry Moore	Chief Executive Officer
Sheri Taylor Bradley	Chief Financial Officer
Claudette Gallant	Special Projects
Floyd Gaudet	Customer Service
Heather Myers	Disposal
Merie Surkan	Public Relations & Education

Gerry Moore
CEO, IWMC

Waste Watch was rolled out Island-wide in 2002 after a successful pilot in East Prince. Prior to 2002, PEI's method of dealing with waste was to bury or burn it, and then forget about it. Unfortunately, the environment never forgets. The Waste Watch program has benefited all of us in so many ways. Community dumps, once scattered across the Island have been closed, organic materials have been processed into quality compost, and more than 200,000 tonnes of recyclables have been recovered. In addition, PEI now has one of the most comprehensive hazardous waste disposal programs in Canada.

I wish to thank IWMC staff for helping to make the following significant accomplishments possible during the past year:

- A pilot silage wrap recycling program has been launched in February 2012. The agricultural community produces a significant amount of used silage wrap each year, and now through proper preparation of this material, it can be accepted at no charge from farmers and recycled into a wide range of plastic products;
- Final capping of Cells #1 and #2 and a portion of Cell #3 at East Prince Waste Management Facility was completed;
- IWMC recorded its sixth straight year of operational profit.

As we enter our 10th year of the Waste Watch Program Island wide, I would like to thank all Islanders for their efforts in reducing, reusing, recycling and recovering valuable resources in an effort to preserve our environment for the enjoyment of generations to come.

Respectfully,

G Moore

Gerry Moore, Chief Executive Officer
Island Waste Management Corporation

CEO MESSAGE

Island Waste Management Corporation (IWMC) is a provincial Crown Corporation that administers and provides solid waste management services throughout Prince Edward Island. Our mandate is to deliver a **cost-effective** and **environmentally-responsible** provincial waste management system to both the residential and commercial sectors of PEI. The Corporation is organized under a nine person Board of Directors representing various sectors across the Province. Day-to-day operations are managed by the Chief Executive Officer through five department managers and a complete team of dedicated employees.

The Waste Watch Program is the 'made-in-PEI' answer to waste diversion and the disposal of unwanted material. The program is based on a single premise — the mandatory source separation of the waste we create.

On PEI, the initial sorting of 'waste' into RECYCLABLES, COMPOSTABLES and WASTE at source by homes, businesses, and institutions is the key to the entire system.

In addition to these streams, Island Waste Management Corporation has established programs for materials requiring special disposal such as hazardous materials, white goods, metals, used tires, fluorescent bulbs, expired medications, electronics, and batteries.

The PEI Waste Watch Program produces some of the highest waste diversion figures in North America. Mandatory source separation by the user is one of the main reasons the program is a success and it is the most cost-effective and precise way to separate different waste streams. The residents of Prince Edward Island have proven that the goal to divert waste from landfill can be achieved. ***IWMC continues to lead the way by example thanks to the support and dedication of residents and businesses.***

WASTE WATCH

RESIDENTIAL PROGRAM

Households are assigned two carts—green for compostables and black for waste. Carts are collected every week, with the green cart collected one week and the black cart the next. Blue bags are used for recyclables which are collected monthly. Residential customers are also provided with Spring and Fall Cleanup and a Christmas tree collection. As of January 1, 2012, property owners were charged an annual fee of $205 on their property tax bill which covers the cost of carts, collection fees, and disposal costs for the entire year. Seasonal properties are charged $95 and receive collection from June through September. An extended cottage collection is available from mid-May through the end of October for a seasonal rate of $120.

Waste Watch is mandatory for all residents on PEI, including apartment tenants and condo dwellers. The service charge per unit is $205 which is consistent with the household user fee. Depending upon the needs of a multi-family dwelling, each tenant may be assigned a set of carts, or several units may share a set of carts. Some apartments may have containers for recyclables while at others, tenants place blue bags curbside on collection day. IWMC staff work with individual landlords and/or property owners to help establish appropriate sorting stations and collection service for each facility.

INDUSTRIAL, COMMERCIAL & INSTITUTIONAL SECTOR

Businesses must arrange for a waste contractor to collect their sorted material or they may opt to self-haul their material to a Waste Watch Drop-off Center. Fees, based on weight, are charged for the disposal of commercial wastes at IWMC facilities.

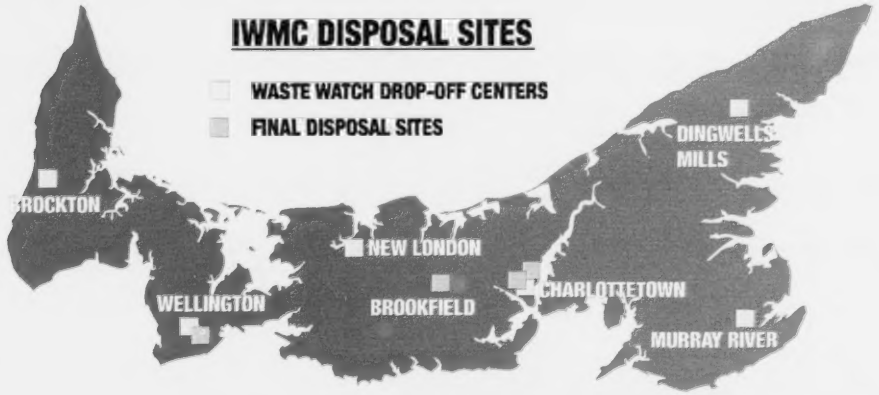
Because participation is mandatory, businesses must provide sorting receptacles for their employees and guests. The commercial tippage fee for this fiscal period was $100 per metric tonne at IWMC's final disposal facilities. Fees for other material types are posted at disposal facilities and are determined based on the Corporation's cost to properly dispose of them.

PEI's sorted waste material is processed for final disposal at one of the following facilities:

- **East Prince Waste Management Facility** (fully-lined landfill cell)
- **Central Compost Facility** (organics processing)
- **PEI Energy Systems** (energy from waste facility)
- **GreenIsle Environmental Inc.** (recycling facility)

Some materials received at IWMC's facilities require special handling and disposal as specialized facilities are not currently available on PEI. Materials requiring specific disposal are sent off Island for appropriate processing and/or final disposal. Examples of such material types include household hazardous waste, fly ash, batteries, electronics, and chemicals.

IWMC has also established six Waste Watch Drop-Off Centers (WWDCs) which are geographically located across the province to offer disposal services to the general public as well as small business owners. Sorted material is transported from the WWDCs to the appropriate final disposal location.



DISPOSAL FACILITIES

EAST PRINCE WASTE MANAGEMENT FACILITY (EPWMF)

EPWMF, owned and operated by IWMC, is located in Wellington Centre, PEI and serves as a final waste disposal facility for contracted haulers. EPWMF is the only sanitary landfill within the province and features the following:

- second-generation lined landfill
- on-site waste water treatment facility
- windrow composting facility
- tire storage
- household hazardous waste receiving facility
- Waste Watch Drop-Off Center
- ACES drop-off depot

Waste materials destined for landfill are generated primarily from Prince County. Material generated in the remaining areas of PEI is transported to PEI Energy Systems where it is used to generate energy requirements for buildings in the Capital Region.

Applying sand over the prepared cell

Laying the geomembrane liner to cap the cells

Landfill

The landfill is approximately 22 acres in size and is being developed in six or seven cells. A high-density, polyethylene synthetic liner is used to prevent leachate migration into the groundwater.

Waste loads arriving at EPWMF are inspected for content and contamination prior to spreading on the landfill. Waste is covered daily with either bottom ash, construction and demolition material, compost screenings or clay. This layer reduces the amount of litter blowing throughout the facility.

AJL Limited was contracted to perform final capping of cells #1 and #2 and part of cell #3, encompassing approximately 6 acres of the landfill. The remainder of cell #3 and other cells at EPWMF will be capped as they reach final elevation. The project commenced in June and was completed in September 2011. CBCL Ltd. was the project consultant.

Gravel is applied over the geomembrane liner

Hydroseeding: vegetation acts as a final layer for capped cells

EPWMF Waste Watch Drop-Off Center (WWDC)

A WWDC is provided at EPWMF for the general public and small businesses. This depot provides convenience to both residential and commercial customers to unload their sorted material. The WWDC houses five containers at a lower elevation as well as areas to store construction and demolition debris, asphalt shingles, yard and garden debris, bulk waste, white goods, and a household hazardous waste depot. Waste material is taken from this area and landfilled on site, while other materials are transported to appropriate final disposal facilities.

Used Tire Management

EPWMF houses a storage site for used tires. From this site, tires are held and loaded for transportation to be recycled.

Groundwater and Surface Water Monitoring

Throughout the facility are a series of groundwater monitoring wells (GMW) sunken at different levels. All-Tech Environmental Services Limited collected samples from 26 wells in the spring and MacLyn Enterprises Incorporated collected samples from 25 wells in the fall. Samples were also collected from the storm water retention ponds and connecting manhole access ports. These samples were analyzed at a laboratory for the parameters outlined in the Environmental Protection Act Waste Resource Management Regulations issued by the Department of Environment, Labour & Justice (DEL&J).

Composting Operations

EPWMF processes special organic materials in its aerobic open windrow composting operation. Organics processed included sewage sludge from Summerside and Charlottetown pollution control plants, fat and batter crumbs from local food processors, as well as mussel shells and wood chips. Compost produced at EPWMF is utilized on site as intermediate cover material or vegetation layer at the landfill cell.

Containers at drop-off area

Wastewater Production, Treatment and Monitoring

EPWMF's wastewater treatment system consists of an aerated lagoon, settling lagoon and a constructed wetland. Wastewater is pumped through the force main into the aerated lagoon where air is introduced to assist in the treatment process. The material then flows to a settling pond. From the settling pond, treated water flows through a constructed wetland made up of natural vegetation.

Flow and wastewater quality are consistently monitored at the East Prince Waste Management Facility's on-site wastewater treatment system. During the winter of 2011, sampling ports were installed at the sump buildings to enable sampling of wastewater from each landfill cell. Prior to the installation of the individual sampling ports, the wastewater samples could only be collected at the lift station (composite sample of cells #1,2,3 & 4) and the cell #5 sump. Grab samples are now collected each month from each of the sampling ports to monitor the concentration of the wastewater to avoid organically overloading the system. Samples are collected and sent for laboratory analysis from the Aerated Lagoon, Settling Lagoon, and Constructed Wetland to confirm the operation of the system and compliance to the parameters as outlined in the Environmental Protection Act Waste Resource Management Regulations.

During this reporting period, 33,484 cubic meters of wastewater were captured in the collection system and treated on-site. No leachate was sent off site for treatment.

EPWMF - TONNAGE (Fiscal Year)

TYPE	2012	2011	2010
Waste	27,777	27,066	27,660
Bottom Ash	8,563	8,068	8,962
Compost	1,145	1,327	1,262
Contaminated Soil - Residential	7,405	11,242	5,365
Contaminated Soil - Commercial	602	1,756	4,740
Hazardous Waste (Est.)	49	43	39
Metals & White Goods	142	147	178
Tires	2,417	2,168	1,962
Contaminated Material	1,299	1,201	1,469
Recyclable Silage Wrap	33	8	7
TOTAL	49,432	53,026	51,644

CENTRAL COMPOST FACILITY (CCF)

The Central Compost Facility, located in Brookfield, is owned by IWMC and operated under contract by ADI International Ltd. Source-separated organic feedstock is delivered to the site by commercial haulers and weighed, categorized and dumped on the tipping floor of the Receiving Building. Obvious contaminants are removed and the material loaded into a coarse shear shredder then over a disc screen that separates the larger organics (i.e. boxboard) from smaller organics (i.e. food scraps). Organics (both large and small) then go through sorting lines where contaminants are removed. Large organics are shredded to reduce their size. Material is stored in holding bunkers. Yard debris such as branches and leaves are stored outside and ground using a large shredder. All finished compost is used entirely on PEI, mostly for agricultural-related uses.

An important aspect of composting is the proper blending of various feedstock to achieve the desired carbon/nitrogen content. Feedstock is blended and mixed then loaded into containers which promote rapid composting through aeration. Material is held in containers approximately 10 days then transported to the Curing Building to continue the composting process. Mature compost is moved to the Storage Building where it is again screened and stored until sold as a soil amendment or conditioner.

During fiscal 2012, CCF received 19,352 tonnes of organic material and from this produced 9,013 tonnes of final product. Regular sampling and laboratory analysis of the compost occurred. These samples were analyzed for the parameters outlined in Environmental Protection Act Waste Resource Management Regulations issued by DEL&J.

COMPOST PRODUCED AT CCF

FISCAL YEAR	TONNAGES RECEIVED	COMPOST PRODUCED
2012	19,352	9,013
2011	20,223	12,523
2010	21,886	10,555
2009	22,735	12,617
2008	23,233	11,750

PEI ENERGY SYSTEMS (PEI ES)

PEI ES is a privately-owned and operated incinerator which burns municipal solid waste under contract with IWMC. The facility provides steam and/or hot water heat to a 15-km heat distribution system throughout the core area of the City of Charlottetown. The plant serves over 60 customers and heats 84 buildings, including all the provincial buildings, the University of PEI (UPEI), Holland College, two shopping malls and many other apartment and commercial buildings in the centre of Charlottetown. Energy for cooling is also provided to the Queen Elizabeth Hospital and UPEI. During the fiscal period, 26,215 tonnes of waste were processed for energy.

A total of 481 tonnes of fly ash generated at PEI ES was collected, transportedand properly disposed of at an approved off-Island facility by NewAlta Industrial Services Inc. Stack emissions testing occurred at PEI ES in February 2012 and was conducted by Exova Canada Inc. The parameters tested include particulate and gaseous air contaminants, metals, SVOC's, dioxins and furans.

Scale house at PEI ES

WASTE WATCH DROP-OFF CENTERS (WWDCs)

In addition to the WWDC located at EPWMF, IWMC has established five other sites across PEI to accept items not collected at curb and to provide disposal alternatives for small business owners to self-haul sorted material. With the exception of GreenIsle, WWDCs are operated by IWMC. GreenIsle, located in Charlottetown, is owned by GreenIsle Environmental and operated under contract with IWMC.

At the WWDC, material is received, stored and subsequently transferred to a final disposal site (or to the recycling facility) by IWMC staff using two tandem axle roll-off trucks. The operating system consists of a series of disposal stations using 40 to 50 cubic yard roll-off containers. When customers arrive at a WWDC, vehicles are weighed, and sorted material is taken by the customer to the appropriate station. Disposal fees are charged for most items with the exception of:

- Bio-medical waste / medication (residential only)
- White goods (fridges, stoves, etc.)
- Tires
- Household hazardous waste
- Electronics
- Large household furniture (mattresses, box springs, couches, etc.)

Each WWDC site is attended by a scale operator and a site inspector and is open to the public various hours based on seasonal needs. GreenIsle and EPWMF are open Monday to Saturday, however rural sites are operational between 2.5 and 3.5 days per week with increased hours during summer to accommodate heavier demands.

MATERIALS RECEIVED AT WWDCs*
(Tonnes per Fiscal Year)

WWDCs	2012 CUSTOMERS	2012 TONNAGE
Brockton	4,849	1,306
Dingwells Mills	5,051	817
GreenIsle	51,522	12,332
Murray River	3,773	618
New London	6,296	1,061
TOTAL	71,491	16,134

** The WWDC located at EPWMF does not track customer/small business and contractor hauler transactions separately.*

GREENISLE ENVIRONMENTAL

Under contract with IWMC, the GreenIsle recycling facility in Charlottetown is the major processor of recyclables for Prince Edward Island. This privately owned facility receives, processes and ships over 250 tonnes per week of recycled materials to markets. Materials such as PET, HDPE#2, rigid and film plastics #2 - #5, coloured and clear glass, tin, aluminum, corrugated cardboard, newsprint, and mixed office paper are processed. The organization also operates a smaller recycling facility in Summerside, PEI, where corrugated cardboard is processed.

FORMER COMMUNITY DUMP SITES

Queens County Regional Landfill, located in the community of Milton, is no longer in use. The building and site are used for storage of Waste Watch carts and roll-off containers. In March 2012, IWMC conducted routine sampling of private well water systems at the properties of 18 nearby residents. Results from these samples are forwarded to the property owner as they become available, along with advice on correcting any problems if identified. MacLyn Enterprises Incorporated collected samples from 17 groundwater monitoring wells in October 2011. The samples were analyzed at a laboratory for the parameters outlined in the Department of Environment, Energy and Forestry EPA - Waste Resource Management Regulations.

Groundwater monitoring was also conducted at the former landfill sites in Cardigan and St. Eleanors. MacLyn Enterprises Incorporated has a contract to conduct yearly sampling in October from 18 monitoring wells in Cardigan and 6 wells and stream locations at St. Eleanors. These samples are sent to a laboratory for analysis and a report is issued to IWMC for each site. The reports are also submitted to the DEL&J to fulfill the commitment for continuing monitoring at closed landfill sites.

DIVERSION FROM LANDFILL

For the fiscal year ending March 31, 2012, PEI has diverted 54,875 tonnes of material from landfill.

This does not include:

- material (such as recyclables, metals, cooking oils, etc.) that is diverted privately;
- cardboard and plastics from larger commercial establishments such as Cavendish Farms, Wal-Mart, McCain Foods, Zellers, etc. who recycle outside of IWMC's system;
- waste diversion activities such as backyard composting, grasscycling, commercial mulching operations, etc.

TOTAL TONNAGE PEI FINAL DISPOSAL SITES

SITE	2012
EPWMF	49,730
PEI ES	26,215
CCF	19,352

Provincial programs noted on the diversion chart below include beverage container bottles, used oil, lead-acid batteries, rechargeable batteries, and pesticide containers.

PEI TOTAL WASTE VOLUMES (Fiscal Year)

MATERIAL TYPE	2012	2011	2010
Compost (contaminants removed)	18,168	19,089	20,713
Waste	55,078	53,578	52,925
Recyclables	10,590	9,423	11,986
Metals and White Goods	18,034	16,972	13,131
Tires	2,417	2,368	1,962
HHW	307	279	270
Electronics	606	374	N/A
Other Provincial Programs	4,753	3,475	3,850
TOTAL	109,953	105,557	104,837

The success of the Waste Watch program hinges on customers, both residential and commercial, doing their part to sort waste resources into **RECYCLABLES**, COMPOSTABLES, and **WASTE**. This represents the 'bulk' of waste material generated on PEI, however IWMC administers and/or supports several other programs for materials requiring special disposal.

HOUSEHOLD HAZARDOUS WASTE (HHW) PROGRAM

Household waste material that poses a risk to health, safety or the environment is considered HHW. This includes products which are corrosive, reactive, toxic, or flammable as well as products such as fluorescent bulbs that contain heavy metals.

EXAMPLES OF HHW INCLUDE:

- adhesives, silicone, etc.
- items containing mercury
- pesticides, herbicides, etc.
- paints, solvents, etc.
- cleaners
- propane cylinders
- aerosol cans (with contents)
- fluorescent lights

IWMC has established HHW depots at all WWDCs. These depots are equipped with conventional personal protective gear and safety equipment, and staff responsible for the direct handling of HHW are provided with specialized training. Due to the nature of these products, HHW is never collected curbside; residents must deliver them to a HHW depot at no charge.

Hazardous wastes produced by the industrial, commercial and institutional sector are not accepted at IWMC facilities. Businesses must safely and properly dispose of this material by making arrangements with a hazardous waste carrier.

The HHW program also features special disposal programs to handle household batteries, pharmaceuticals, and sharps. This material is accepted at HHW depots, however the following programs offer alternatives which enhance customer flexibility and convenience:

DISPOSAL PROGRAMS

HHW PROGRAM cont'd

Don't Get Stuck

To protect customers and collection drivers from harm, IWMC, in collaboration with the Pharmaceutical Association, Canadian Diabetes Association, McKesson Canada and DEL&J, offers a safe needle disposal program for residents. Approved needle containers are provided at no charge to customers at local pharmacies, needle exchange program locations and through programs provided by the Diabetes Assocation. Customers use these approved containers to store used sharps and the full container is returned to local pharmacies or needle exchange locations for proper disposal.

Approximately 2,712 5-litre containers of sharps were collected during the reporting period. These containers are transported to PEI ES for incineration.

Take It Back

Through association with the PEI Pharmaceutical Association and the DEL&J, IWMC administers a safe medication disposal program for households. At no cost, customers returned unused medication to pharmacies. Over the fiscal period 26 lab packs, 75 20-litre, and 22 10-litre containers of pharmaceuticals were received and shipped to Ontario for final disposal.

Battery Re-Store Program

Battery containers have been placed at 22 major grocery stores on Prince Edward Island, and customers are encouraged to take their unwanted disposable batteries for proper disposal when grocery shopping.

During this fiscal period, approximately 518,547 batteries were recovered through the Battery Restore Program which is an increase of 16.6% from last year. The program has become a huge success primarily due to the convenience and close proximity of this disposal alternative to where people live.

Fully trained IWMC staff collect batteries from these locations then pack them in 45-gallon drums to be transported off Island for recycling. The Corporation also promotes rechargeable battery recycling and provides the public with a list of drop-off locations which includes our WWDCs, electronic stores, and community organizations throughout the province. Programs for rechargeable batteries are self-administered by participants who are provided with special collection boxes complete with mailing addresses and postage for delivery to recycling centers.

USED TIRE MANAGEMENT PROGRAM

IWMC manages the collection and storage of used tires within the Province. Tires are collected from sites across PEI by a contractor and delivered to the used tire storage site at EPWMF. From April 1, 2011 to March 31, 2012 a total of 2,417 tonnes of tires were collected. Tires are sent to DTR Environmental Services Ltd., in Huntley, PEI where they are shredded and marketed for use in road construction and drainage.

METALS AND WHITE GOODS

During this fiscal period, IWMC reported 18,034 tonnes of metals recycled on PEI. This number represents material accepted and processed by privately owned and managed scrap metal dealers. White goods, or items such as fridges, stoves, washers, freezers, etc., are accepted at all WWDCs at no charge. Through contract with IWMC, RDMD provides a service to remove harmful ozone depleting substances such as Freon, and the white goods are then transported to recycling markets. WWDCs also accept metal products from residential and commercial customers. There is a disposal fee imposed on metals, however the fee is waived on all white goods delivered to IWMC facilities.

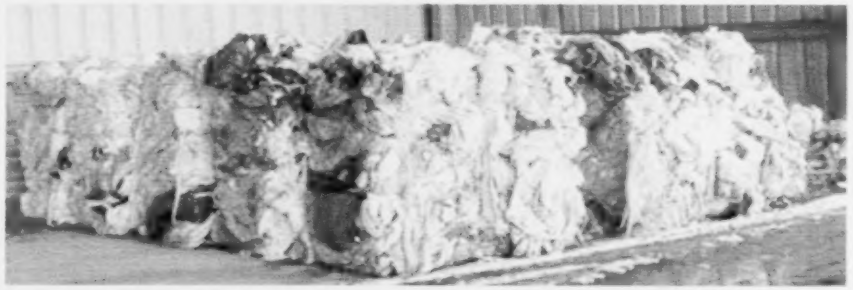
ELECTRONICS RECYCLING PROGRAM

The Electronics Recycling Program is managed in collaboration with Atlantic Canada Electronics Stewardship (ACES). The program is industry led and is not funded by general taxpayers or the government, but by consumers and producers of electronic products. Fees are applied to the sale of new electronic products through ACES, and these fees are used for the administration, collection, transportation and responsible recycling of this material. The funds also help cover the cost of recycling older electronic products to ensure they are processed responsibly. All Island WWDCs have been designated to accept electronics on behalf of ACES. Material is accepted at no charge.

During this fiscal period a total of 605 tonnes were dropped off at WWDCs and shipped off Island for recycling.

SILAGE & BOAT SHRINK WRAP PROGRAM

A pilot program to accept silage and boat shrink wrap for recycling was launched on February 1, 2012. Up to half ton loads were accepted at WWDCs, and farmers with larger quantities or stockpiles were advised to contact IWMC to make special arrangements. During this pilot program, customers were not charged a disposal fee. At the conclusion of the pilot, scheduled for July 31, 2012, an evaluation will be conducted to determine the program's sustainability. IWMC is anticipating that the revenue received from the recycling market will subsidize the program long term.



OTHER PROVINCIAL DISPOSAL PROGRAMS

While IWMC has the mandate to manage waste on PEI, other programs which are administered by various government departments and private industry and regulated by DEL&J exist throughout the province. Some of these programs include:

- Beverage Container Refund Program
- Used Oil Program
- Lead-Acid Battery Program
- Pesticide Container Disposal
- Rechargeable Battery Recycling
- Cell Phone Recycling
- Ink Cartridges

Communication with the public remains a critical component in the success of the Waste Watch Program. While most Islanders have adopted good sorting practices into their day-to-day lives, reminders are often necessary. It is also important to ensure the public is aware of any new waste management initiatives and to share successes with our customers. During the fiscal period, the Public Relations and Education team focused efforts on the following initiatives:

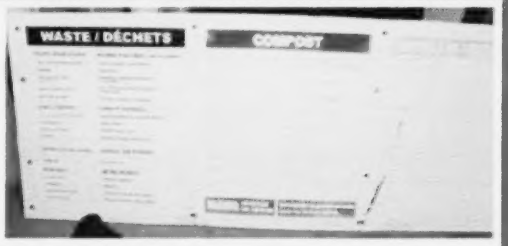
PROGRAM EDUCATION & AWARENESS

Education Program

IWMC continues to produce a variety of tools to assist customers with participation in the Waste Watch Program. These tools include a semi-annual newsletter/calendar, sorting guides, electronic newsletters, website, local newspaper columns, handbills, posters, advertisements, and posts in local community initiatives. PR staff partner with businesses and government organizations to produce custom material as required. Examples of this over the past year include specific ads for privately operated campgrounds and the development of signage for sorting stations for some provincial parks. Material is created on an as-needed basis for announcements for disruptions to service as a result of storms or road restrictions and for targeted communities in the case of route and collection day changes. When programs are enhanced, such as this year's introduction of a new and improved Needle Disposal Container for our Don't Get Stuck Program, a communication strategy is developed and implemented.

BROOKVALE PROVINCIAL PARK SORTING SIGN

Before & After



Please sort properly to help keep our Island beautiful
Triez bien vos déchets afin de nous aider à conserver la beauté de notre île
REFUNDABLES / CONSIGNÉS
RECYCLABLES
COMPOSTABLES
WASTE / DÉCHETS

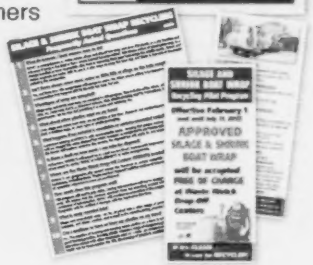
EDUCATION & AWARENESS

PROGRAM EDUCATION & AWARENESS cont'd

Silage Wrap Pilot Project

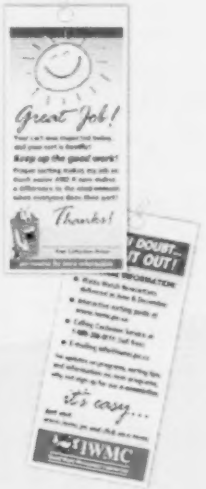
SILAGE & SHRINK BOAT WRAP
Recycling Pilot Program
Effective February 1
APPROVED SILAGE & SHRINK BOAT WRAP
will be accepted FREE OF CHARGE at Waste Watch Drop-Off Centers
If it's CLEAN, it can be RECYCLED!
FOR FURTHER INFORMATION

In February, IWMC introduced a pilot Silage Wrap Recycling Program to the farming, horticultural and marine industry. The program encouraged the return of clean silage wrap, boat shrink wrap and plastic sheeting used in horticulture, landscaping and greenhouses to Waste Watch Drop-Off Centers where material would be transported by IWMC to a central location then shipped off Island for recycling. There was no charge to customers for clean wrap. Considerable effort was required to educate farmers on how to prepare the material for recycling as soiled wrap was unacceptable. Contact was made with Island agricultural suppliers and organizations, posters and literature distributed, and IWMC staff attended workshops and gave presentations.



Curbside Monitoring & Education

In February 2012, a pilot monitoring program was implemented on a targeted route in East Prince Region that had been identified as a problem area with respect to non-compliance in sorting. A letter was sent to residents along the route explaining IWMC's expectations and how the pilot would work. Included with the letter was sorting information. Tools were developed for IWMC staff to use when inspecting carts for these targeted homes. "Good Job" tags were affixed to carts to acknowledge acceptable sorting levels, and "Information Tags" left where improvements were required. Our findings were that residents were genuinely interested in knowing where mistakes were being made, and the opportunity to dialogue one-on-one with IWMC staff was appreciated. Residents who overall took pride in their efforts were pleased to receive recognition and to learn that those who may have needed focus were identified and assisted.



Tenant Participation

Efforts continue with respect to challenges faced at multi-family apartment buildings. A new Tenant Guide was developed for use by this sector, and custom signage and posters prepared for apartments to reinforce guidelines. These posters focus on problem areas, common sorting issues, and included a strong message that participation in Waste Watch is mandatory for all residents. Tools are also developed for reminders and collection information specific to their properties.

Electronics Recycling

IWMC management continued to work closely with Atlantic Canada Electronic Stewardship with respect to proper recycling of electronic materials. Particular emphasis was placed on making the public aware of the changes to the Spring and Fall Cleanup Programs as a result of electronics no longer being collected curbside.

Water Conservation

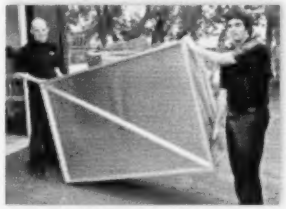
Efforts to educate the public with respect to conserving water while preparing plastics, cans and glass containers for recycling continued over the past year. A number of initiatives were utilized to disseminate this message including newspaper columns, newsletters, and incorporation into presentations to the public.

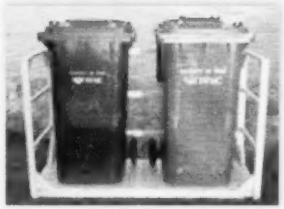
Education at Schools/Institutions

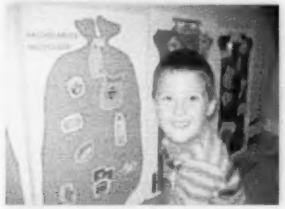
The Corporation works closely with and supports the efforts of schools, post-secondary establishments and other institutions. When requested, IWMC staff work with management to design and develop tools to facilitate sorting for the target audience and to make presentations as required. When working with schools, negotiations with cafeteria contractors are part of the process. Recommendations are made to reduce the amount of waste generated by simply incorporating alternate choices for serving lunches (i.e. a serviette instead of a Styrofoam plate). PR staff partnered with Tremploy Inc. this year to develop an educational program for their intellectually-disabled clients.

PUBLIC RELATIONS ACTIVITIES

Waste Watch in Action Photo Contest







IWMC launched a photo contest where Islanders were invited to share their participation in the Waste Watch Program by capturing efforts in the form of a photo for a contest. Photos received from the public are used for educational purposes including the development of literature, both paper and in electronic format. Prizes in three categories were awarded.

- **"At Work"** winners were Video Pros AVU for their submission of employees involved in their cardboard recycling program.
- **"At Home"** was awarded to Chad Ford, a teenage entrepreneur for a photo of card corrals he builds by recycling wooden pallets.
- **"At School"** winners were the students from Glen Stewart School's Grade 3 class with their entry showing children engaged in a Waste Watch sorting game.

Women's Institute Initiatives

Over the year we partner with PEI's Women's Institute chapters on a number of projects, with the Island Roadside Cleanup being one of the largest campaigns. IWMC assists with the promotion of this cleanup and provides bags at no cost to organizations and volunteers. The Corporation also sponsored a WI Garden Tour, a spring community event, and attended several chapter gatherings to make presentations and answer questions.

Adopt-A-Highway

IWMC staff participate in the Island's Adopt-A-Highway Program annually by clearing a 5-km stretch of highway near the East Prince Waste Management Facility in spring and fall. Over the past five years, Corporation employees have gathered over 660 bags of litter weighing over 2100 kgs (4650 lbs). Collection is provided by the Department of Transportation and Infrastructure Renewal.

Trade Shows & Conferences

The Corporation participates in trade shows and conferences when appropriate. In addition, IWMC staff work with organizers of conferences held on PEI to ensure venues are properly set up and ensure delegates are provided with information to help them participate in Waste Watch while during their visit to the Island. This year, considerable support was given to the Allied Youth Conference, the Canada World Youth Initiative and to a Provincial Girl Guide Workshop. In addition, IWMC was a co-sponsor of the 21st Annual National Compost Conference held on Prince Edward Island in September of 2011.

A welcome package was developed for delegates to showcase Islanders' efforts in helping to make PEI an international leader in composting and environmental protection/waste management initiatives. A booklet outlining the history of the Waste Watch Program, its current programs, and IWMC's facilities and operations was developed and provided to each conference attendee.

Waste Reduction Week

IWMC is a proud supporter of the National Waste Reduction Week campaign held during the third week in October. On PEI, the Corporation focuses on celebrating the success of the Waste Watch Program and the positive impacts of Islanders' efforts on the environment. This past year, we also supported two national initiatives, the "Ease My Load Contest" which provided Canadians with an opportunity to share reduction-themed photographs, and the 'Recycle My Cell' challenge targeted at schools across the Nation.

Plant a Row – Grow a Row

IWMC is the Island sponsor of the annual Plant a Row – Grow a Row Program where gardeners are encouraged to plant an extra row of vegetables to donate to a food bank or soup kitchen. Posters and literature are developed and distributed to garden centers to encourage their involvement and assistance in promoting the program. IWMC staff also make presentations as requested and maintain contact with Island garden centers to help grow this program.

IWMC's Customer Service Center, located in Tignish, PEI, is staffed with trained personnel who receive inbound calls and make outbound calls to customers with concerns or questions.

SERVICES OFFERED

Call Center Support

Customer Service staff are thoroughly versed in all aspects of the Waste Watch Program and handle a wide scope of customer concerns from simple cart delivery requests to more complex issues such as problematic roads, service to cottages where access challenges exist, property sales and tax-related situations. During this fiscal period a total of 48,325 calls were processed by the Customer Service Center. This includes incoming calls in queue and internal lines, outgoing calls and voice mail. Approximately 63% of the calls involve simple questions on program and sorting guidelines, while 37% deal with issues on missed collections, interrupted services, work requests and tax situations.

IWMC management and staff work closely with apartment owners to provide property assessments with respect to cart corral layouts to optimize truck accessibility, snow removal and tenant access. Tools are developed as needed to enhance tenant understanding and participation in the Waste Watch Program. Presentations and individual letters are also offered to support landlords' efforts to educate tenants.

A total of 64,633 visits to our website and a total of 194,969 pages were viewed over the past fiscal period. About 48% of website hits are from return visitors. IWMC personnel manage the Corporation website and continually update and upgrade content and services provided electronically.

CUSTOMER SERVICE

Back Yard Collections

The coordination of special assessments is done through the Customer Service Center where customers with special needs are interviewed, their property assessed for proper access, and back yard service is provided in special circumstances. This service greatly assists those that are elderly or mobility impaired.

Cart Welding

A cart welding service is provided by Plastic Pros when carts experience a small crack. The option to repair versus replace is both economical and environmental as it provides new life to old carts. Where carts are damaged beyond repair, Plastic Pros coordinated the replacement of the cart as well as the disposal of the damaged units. A total of 811 carts were welded during this fiscal period.

SERVICES OFFERED BY IWMC	RESIDENTIAL	COTTAGES
Bi-weekly Cart Collection	✔	✔
Monthly Blue Bag Collection	✔	✔
Free Saturday Morning Blue Bag Drop-Off	✔	✔
Christmas Tree Collection	✔	
Spring & Fall Cleanup	✔	
Proper disposal of all items collected curbside	✔	✔
Free HHW, electronics, silage wrap, white goods, tires & bulky item disposal at WWDC's	✔	✔
Maximum $20 cap for sorted materials at WWDC	✔	✔
Operation of IWMC Disposal Facilities & Program Administration	✔	✔

Atlantic Canada Electronic Stewardship (ACES) Customer Support

Staff are trained on the various components of the electronic recycling program to assist customers on Prince Edward Island. Although these calls are routed through a special ACES phone number, residents utilize this dedicated line as well as the IWMC toll-free number to have their electronic questions answered.

Community Cleanups and Beach Sweeps

Coordination with various community groups is ongoing for cleanup along Island beaches and highways. In addition, assistance is provided to the not-for-profit sector with sorting needs for events and in dealing with material unfit for resale generated at thrift-type events.

Beach sweep

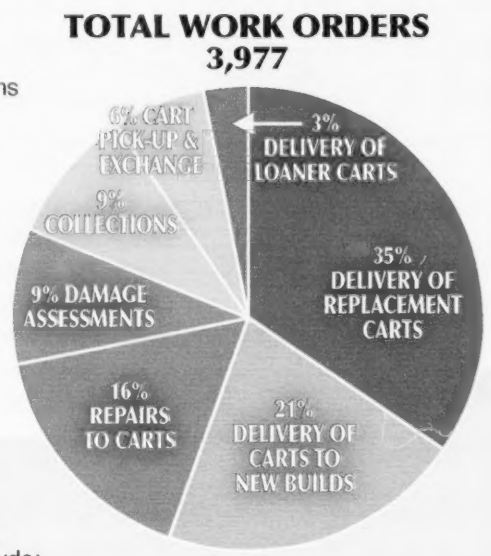
Contractor/Driver Liaison and Support

Customer Service staff work very closely with contractors and drivers to ensure collection services are efficient and uninterrupted. Route challenges are resolved as they develop, and changes in collection schedules orchestrated when necessary to improve service. Information sessions are held with drivers when required, and communication tools are developed to ensure drivers are current on new or revised IWMC initiatives.

Work Orders

During this fiscal period, a total of 3,977 work orders were completed. Work orders are the primary functions of a team of Operational Support Technicianswho are scheduled based on the geographic location of the service required. For the most part, work orders revolve around cart activity, but also include tasks such as goodwill collections, assessments to properties and roads, and providing face-to-face education to residential and commercial customers.

The breakdown of work orders from April 1, 2011 to March 31, 2012 include:



The Finance and Administration Department provides corporate services to the other departments of IWMC. These services include payroll, account receivables and payables, purchasing, budgeting, accounting and administration. IWMC maintains an accounting system with related controls that provide the Corporation with reasonable assurances that transactions are properly safeguarded and accounted for and that records are provided for the preparation of audited financial statements.

FINANCIAL HIGHLIGHTS

Highlights for the fiscal period ending March 31, 2012 include:

- IWMC reported a net profit of $205,500;
- In the fall of 2011, IWMC filed an application with Island Regulatory Appeals Commission (IRAC) for a rate increase. Effective January 1, 2012, an increase of $5.15 was applied to Household and Cottage Annual Fees and the disposal fee for residential contaminated soil was increased to $40 per tonne, reflecting an increase of $5 per tonne. The requirement to increase fees was primarily attributed to increased costs as a result of new collection contracts.

ADMINISTRATIVE HIGHLIGHTS

IWMC continues to work with the PEI Government's Information Technology (IT) Department. A review continues with respect to the Corporation's current network system to determine hardware and software needs in order to integrate IWMC's network within the government network system. It is IWMC's desire to have IT provide support for our desktop and server. In addition, a strategy to manage a system for backup and for refreshing hardware and software with standardized configurations is also required.

FINANCE & ADMINISTRATION

WASTE WATCH CLIENT BILLING SOFTWARE

The Waste Watch Client is a custom software application which monitors the status of properties in the province, registers carts and applies the appropriate annual Waste Watch fee. This software provides inquiry capabilities of all information related to each property number. The billing report for the annual residential Waste Watch fee is produced by the Finance and Administrative Department. The Waste Watch billing file is sent to Taxation and Property Records (TPR) to be included in their annual property tax bill.

Through this billing process, IWMC received revenue of $12,961,382. Properties that are exempt from property taxes as well as new properties not yet assigned parcel numbers are billed directly by the Corporation. The revenue generated by direct billing was $88,960 for this fiscal period.

A Request for Expressions of Interest for Software Design, Development and Support was advertised in June 2011. Quotes were received from five Island-owned companies, however, a decision was made to continue using the Waste Watch Client application for the time being.

WASTE WATCH USER FEES (Fiscal Year 2012)	
Household User Fee	$205 Annually
Cottage User Fee	$95 Annual
Tippage Fee - Final Disposal	$100 Per Tonne
Tippage Fee - WWDC	$115 Per Tonne

HOUSE-HOLD COUNT	HOUSEHOLDS	COTTAGES
March 31, 2012	61,334	8,124
March 31, 2011	60,470	8,110
March 31, 2010	59,572	8,152
March 31, 2009	59,027	8,105

FINANCIAL STATEMENTS

Attached are IWMC's audited financial statements for the year ended March 31, 2012. These statements are prepared in accordance with Canadian generally accepted accounting principles and audited by Grant Thornton, Chartered Accountants.